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(54) Title: **METHOD FOR IMPROVING EFFERVESCENCY OF A DETERGENT PRODUCT**

(57) Abstract: A method of using an aluminosilicate ion exchange material for delivering effervescency in a detergent product, a method for forming a laundry detergent product exhibiting a combination of effervescency and building properties, a laundry detergent product, and a method for laundering soiled clothes are disclosed. In one aspect, a method of using an aluminosilicate ion exchange material for delivering effervescency in a detergent product includes the steps of providing an aluminosilicate ion exchange material having pores, drying the aluminosilicate ion exchange material, entrapping a gas into the pores of the aluminosilicate ion exchange material, adding the aluminosilicate ion exchange material having gas entrapped therein to a detergent composition and forming a detergent product exhibiting effervescency when the detergent product is placed in an aqueous medium.

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